

10-0-0408

(Do Not Write Above This Line)

AN ORDINANCE BY  
COMMUNITY DEVELOPMENT/HUMAN  
RESOURCES COMMITTEE

AN ORDINANCE AMENDING THE CITY  
OF ATLANTA CODE OF ORDINANCES  
SECTION 110-3, SUBSECTION (a)(5), TO  
ADD A SALARY SURCHARGE TO  
EVENTS HELD DURING NON-  
OPERATING HOURS AT THE ATLANTA  
CYCLORAMA MUSEUM TO COVER  
PERSONNEL COSTS OF CITY  
EMPLOYEES STAFFING SUCH EVENTS;  
AND AMENDING SECTION 110-3  
SUBSECTION (c) TO AUTHORIZE THE  
DIRECTOR OF THE OFFICE OF  
CULTURAL AFFAIRS OR HER/HIS  
DESIGNEE TO OFFER DISCOUNTED  
ADMISSION FEES FOR CYCLOARAMA IN  
PREDETERMINED TIMES OR  
CIRCUMSTANCES, WHERE SAID  
DISCOUNT DOES NOT EXCEED TWO  
DOLLARS (\$2.00); AND TO CHANGE  
THE FEE STRUCTURE FOR ADMISSION  
TO THE CYCLOARAMA MUSEUM; AND  
FOR OTHER PURPOSES.

SUBSTITUTE

- ☒ CONSENT REFER  
☐ REGULAR REPORT REFER  
☐ ADVERTISE & REFER  
☐ 1st ADOPT 2nd READ & REFER  
☐ PERSONAL PAPER REFER

Date Referred 03/01/10

Referred To: CDHE

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee \_\_\_\_\_  
Date \_\_\_\_\_  
Chair \_\_\_\_\_  
Referred To \_\_\_\_\_

Committee CP/HR

Date 3/19/10

Chair

Action  
Fav, Adv, Hold (see rev. side)  
Other

Committee

Date

Chair

Action  
Fav, Adv, Hold (see rev. side)  
Other

Members

Refer To

Refer To

Committee CP/HR

Date 3/30/10

Chair

Action

Fav, Adv, Hold (see rev. side)  
Other

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)  
Other

Members

ADOPTED BY

APR 19 2010

COUNCIL

Refer To

Refer To

FINAL COUNCIL ACTION

- ☐ 2nd ☐ 1st & 2nd ☐ 3rd  
Readings  
☐ Consent ☐ V Vote ☒ RC Vote

CERTIFIED

APR 19 2010

CERTIFIED  
APR 19 2010

Richard Douglas Johnson  
MAYOR'S ACTION

MAYOR'S ACTION

Mayor's Signature

**CITY COUNCIL  
ATLANTA, GEORGIA**

**A SUBSTITUTE ORDINANCE BY  
COMMUNITY DEVELOPMENT/HUMAN RESOURCES COMMITTEE**

**10-O-0408**

**A SUBSTITUTE ORDINANCE AMENDING THE CITY OF ATLANTA CODE OF ORDINANCES SECTION 110-3, SUBSECTION (a)(5), TO ADD A SALARY SURCHARGE TO EVENTS HELD DURING NON-OPERATING HOURS AT THE ATLANTA CYCLORAMA MUSEUM TO COVER PERSONNEL COSTS OF CITY EMPLOYEES STAFFING SUCH EVENTS; AND AMENDING SECTION 110-3 SUBSECTION (C) TO AUTHORIZE THE DIRECTOR OF THE OFFICE OF CULTURAL AFFAIRS OR HER/HIS DESIGNEE TO OFFER DISCOUNTED ADMISSION FEES FOR CYCLORAMA IN PREDETERMINED TIMES OR CIRCUMSTANCES, WHERE SAID DISCOUNT DOES NOT EXCEED TWO DOLLARS (\$2.00); AND TO CHANGE THE FEE STRUCTURE FOR ADMISSION TO THE CYCLORAMA MUSEUM; AND FOR OTHER PURPOSES.**

**WHEREAS**, the Atlanta Cyclorama Museum ("Cyclorama") is a museum owned by the City of Atlanta ("City"), and is located in Grant Park at 800 Cherokee Avenue in Atlanta; and

**WHEREAS**, Cyclorama houses one of the largest paintings in the world, depicting the Battle of Atlanta fought in July 1864 during the American Civil War; and

**WHEREAS**, Cyclorama is within the purview of the Department of Parks, Recreation, and Cultural Affairs ("DPRCA"), and specifically within the purview of the Office of Cultural Affairs ("OCA"); and

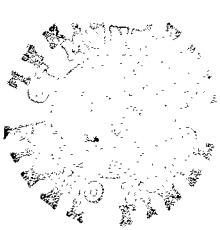
**WHEREAS**, the City's Code of Ordinances, Section 110-3 ("Fee Code") establishes a fee structure for participation in DPRCA programs and activities, and for rental of DPRCA rooms, facilities, and amenities; and

**WHEREAS**, the Cyclorama lobby and balcony, as well as the auditorium, are available for private party rental, and the rental rates are set forth in subsection (a)(5) of the Fee Code. Specifically, the rental rates are \$850 for a three-hour rental of the lobby and balcony, with \$150 for each additional hour, and \$150 per show for rental of the auditorium; and

**WHEREAS**, the Cyclorama rental fees are used to reimburse the City for the expenses it incurs from the rental, namely utility, general clean up, and wear and tear expenses. These rental fees are not sufficient to cover staff overtime costs; and

**WHEREAS**, many Cyclorama rentals are held outside of normal business hours, requiring one or more City employees to open the museum, staff the event, and close the museum. The timing of these rentals requires that the employee(s) be paid overtime; and

**WHEREAS**, implementing a surcharge of \$25.00 per hour per City employee for Cyclorama rentals held during non-operating hours would offset overtime staff costs incurred by OCA; and



**WHEREAS**, it is customary for other attractions in the City of Atlanta (including Zoo Atlanta, the Georgia Aquarium, the World of Coca Cola, the Atlanta History Center, and the High Museum of Art) to hold special promotional days with decreased admission fees, thereby increasing attendance and visibility of the attraction. OCA recommends that such a practice be permitted at Cyclorama to help it remain competitive; and

**WHEREAS**, some other tourist attractions enter reciprocal relationships with each other, offering patrons a discount when the tourist visits both attractions. OCA recommends that such a practice be permitted at Cyclorama to encourage the inclusion of Cyclorama as part of City tours, and to otherwise encourage tourists to visit the museum.

**NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY ATLANTA, GEORGIA**, as follows:

**Section 1:** City Code of Ordinances Section 110-3 (a)(5) shall be amended by adding a subsection (c) that imposes a salary surcharge on Cyclorama rentals that occur during the museum's non-regular operating hours. Section 110-3 (a)(5) also shall be reformatted.


Section 110-3 (a)(5) currently reads:

(5) <i>Cyclorama rental.</i>		
a. Lobby and balcony (3-hour rental)	850.00	850.00
	150.00 each additional hour	
b. Auditorium, per show	150.00	150.00

Section 110-3 (a)(5) shall be amended to read as follows:

“(5) *Cyclorama rental*

- a. Lobby and balcony (3-hour rental) .....\$850.00  
plus \$150.00 for each additional hour
- b. Auditorium, per show..... \$150.00
- c. *Salary surcharge.* In addition to the fees set forth above in this subsection (5), the renter shall be required to pay a salary surcharge for those times when the rental occurs during Cyclorama's non-regular operating hours. The salary surcharge shall be \$25.00 per hour for each staff person required. One staff person shall be provided for every 100 persons whom the Cyclorama Director expects to attend, such that 1--100 anticipated attendees shall require one staff person; 101--200 anticipated attendees shall require two staff people, etc. The number of expected attendees shall be based upon the number provided on the rental application, except that the Cyclorama Director may apply a different number where s/he has reasonably reliable information that more attendees will be present, where s/he provides that information and the



decision to the applicant in writing, and where s/he gives the applicant an opportunity to refute the information. The salary surcharge shall be paid at a time and in a manner designated by the Cyclorama Director, but in no event later than seven days prior to the rental.”

**Section 2:** City Code of Ordinances Section 110-3 (c), entitled “Atlanta Cyclorama Admissions” shall be amended by adding a subsection that allows for discounted admission during certain Cyclorama promotional events. It shall be further amended by allowing for discounted admission as part of a reciprocal relationship with another tourist attraction. Specifically, Section 110-3(c) shall be amended by adding the following underlined provisions:

“(c) *Atlanta Cyclorama Admissions:*

*Patron Category:*

Adults (ages 13--59) . . . \$10.00  
Seniors (ages 65 and above) . . . \$8.00  
Children (ages 4--12) . . . \$8.00  
Children (under 4 yrs. old) . . . free

*Group rates (10 or more persons):*


Adult group (ages 13 and above), per person . . . \$9.00  
Children's group (ages 4--12), per person . . . \$7.00  
Seniors (ages 65 and above) . . . \$7.00

*Promotional Events:*

The Director of the Office of Cultural Affairs or her/his designee shall be permitted to hold up to six Cyclorama promotional event days per calendar year during which s/he may reduce all or some of the Cyclorama admission fees set forth above by no more than \$2.00. The Director or her/his designee shall have the discretion of applying the promotional event reduced fee structure to City of Atlanta residents only, on any or all of the promotional event days. The promotional event days and the discounts associated therewith shall be advertised in advance on the Cyclorama website.

*Discounts:*

The Director of the Office of Cultural Affairs or her/his designee shall be permitted to offer a discount admission price for Cyclorama patrons who present an admission ticket for entrance to another tourist attraction, provided that: 1) the ticket for the other attraction is dated within forty-eight hours of the requested entrance to Cyclorama; and 2) the discount associated with the other attraction is explained in writing at the Cyclorama ticket booth, is set forth on the Cyclorama website, and is applied uniformly to all Cyclorama patrons. In addition, the Director of the Office of Cultural Affairs or her/his designee shall be permitted to have written coupons issued for discounted Cyclorama admission fees, provided that said coupons are available to the public and are not distributed anywhere within Grant Park other than on Zoo Atlanta property. The Director of the Office of Cultural Affairs or her/his designee shall have the discretion to determine the amount of any discount offered pursuant to this paragraph, but in no event shall the discount exceed \$2.00. Only one discount may be utilized per admission.



**Section 3:** The Trust Fund Budget is hereby created as follows for the deposit and expenditure of the salary surcharge:

**ADD TO ANTICIPATIONS**

7701	Trust Fund
140401	PRC Cultural Affairs Administration
3710001	Private Contributions and Donations
6110000	Cultural/Recreation Administration
600371	Cyclorama Improvements
69999	Non Capital Trust

**ADD TO APPROPRIATIONS**

7701	Trust Fund
140401	PRC Cultural Affairs Administration
5111001	Salary; Regular
5112001	Salary; Extra Help
5121001	GP Life Ins Cont-Emp
5121003	GP Health Ins Cont-Emp
5123001	Medicare Contribution
5124101	Pen Cont Gen Emp Pen Fd
5124102	Defined Contribution
5127004	Workers Compensation Providers
6110000	Cultural/Recreation Administration
600371	Cyclorama Improvements
69999	Non Capital Trust

**Section 4:** All existing ordinances or parts of ordinances in conflict with this ordinance shall be waived for the purposes of this ordinance only, and only to the extent of the conflict.

A true copy,

ADOPTED by the Atlanta City Council  
APPROVED by Mayor Kasim Reed

APR 19, 2010  
APR 27, 2010

  
Municipal Clerk

RCS# 164  
4/19/10  
3:14 PM

Atlanta City Council

REGULAR SESSION

CONSENT I

EXCEPT 10-O-0491, 10-O-0474

ADOPT

YEAS: 13  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 2  
EXCUSED: 0  
ABSENT 1

Y Smith	Y Archibong	Y Moore	Y Bond
Y Hall	Y Wan	Y Martin	NV Watson
Y Young	Y Shook	Y Bottoms	Y Willis
B Winslow	Y Adrean	Y Sheperd	NV Mitchell

CONSENT I

		<b>04-19-10</b>
<b>ITEMS ADOPTED ON CONSENT</b>	<b>ITEMS ADOPTED ON CONSENT</b>	<b>ITEMS ADVERSED ON CONSENT</b>
1. 10-O-0473	36. 10-R-0541	45. 10-R-0552
2. 10-O-0475	37. 10-R-0543	46. 10-R-0553
3. 10-O-0058	38. 10-R-0544	47. 10-R-0554
4. 10-O-0310	39. 10-R-0546	48. 10-R-0555
5. 10-O-0311	40. 10-R-0547	49. 10-R-0556
6. 10-O-0312	41. 10-R-0548	50. 10-R-0557
7. 10-O-0500	42. 10-R-0549	51. 10-R-0558
8. 10-O-0408	43. 10-R-0550	52. 10-R-0559
9. 10-O-0499	44. 10-R-0551	53. 10-R-0560
10. 10-O-0465		54. 10-R-0561
11. 10-O-0466		55. 10-R-0562
12. 10-O-0469		56. 10-R-0563
13. 10-O-0470		57. 10-R-0564
14. 10-R-0497		58. 10-R-0565
15. 10-R-0332		59. 10-R-0566
16. 10-R-0596		60. 10-R-0567
17. 10-R-0525		61. 10-R-0568
19. 10-R-0597		62. 10-R-0569
20. 10-R-0602		63. 10-R-0570
21. 10-R-0526		64. 10-R-0571
22. 10-R-0527		65. 10-R-0572
23. 10-R-0528		66. 10-R-0573
24. 10-R-0529		67. 10-R-0574
25. 10-R-0530		68. 10-R-0575
26. 10-R-0531		69. 10-R-0576
27. 10-R-0532		70. 10-R-0577
28. 10-R-0533		71. 10-R-0578
29. 10-R-0534		72. 10-R-0579
30. 10-R-0535		73. 10-R-0580
31. 10-R-0536		74. 10-R-0581
32. 10-R-0537		75. 10-R-0582
33. 10-R-0538		76. 10-R-0583
34. 10-R-0539		77. 10-R-0584
35. 10-R-0540		78. 10-R-0585
		79. 10-R-0586
		80. 10-R-0587
		81. 10-R-0588
		82. 10-R-0589
		83. 10-R-0590
		84. 10-R-0591
		85. 10-R-0592
		86. 10-R-0593